



ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES

DATE: Thursday – February 20, 2014

PLACE: El Cerrito City Hall
10890 San Pablo Avenue
Hillside Conference Room

TIME: 7:30 p.m.

Meeting called to order at 7:35 pm

I. **Roll Call**

Economic Development Committee Members Present: Ann Lehman, Mark Figone, Jean Shrem, Wendy Horng Brawer, Tess Taylor

Staff: Dwayne Dalman

Council Liaison: Rebecca Benassini

Absent: Vikram Bajaj, Ken Lerch

II. **Public Comment:** Introduction of new member Mark Figone. Mark talked about his role on Chamber Board and East Bay Sanitary. Committee talked about opportunity to meet with Chamber Board and additional outreach to home-based businesses.

III. **Approved minutes from meeting of January 16, 2014** – Committee unanimously approved January minutes, subject to notation that committee would like to look at more comprehensive customer service approach by City staff and initiate discussion with City Council. Member Taylor abstained from vote as not present at January meeting.

IV. **Oral Communications**

Council Liaison Update – Council member Benassini gave brief overview of new council protocol with Boards and Commissions. Council spent beginning of your appointing members to Boards and Commissions. Also discussed new Green Stormwater Rain Garden project in front of Bank of America at San Pablo Avenue & Stockton. Authorized Mayor to send a letter to Assembly Member Skinner about the possibility of extending the El Cerrito Measure R sales tax measure. Council member Benassini to follow up with Committee with more information on sales tax.

Staff Update – Dalman gave a brief overview of potential development activity including potential projects at both BART stations, Creekside project, Ohlone Gardens project and large-scale building vacancies. Dalman also discussed the new Entrepreneur Training class coming up in April.

V. Discussion of Economic Development Committee Activities

Review remaining draft goals and strategies of Economic Development Action Plan

- List of Strategic development sites in the City of El Cerrito – Dalman and Committee reviewed list of top strategic development sites. Committee suggested that Dalman come back to Committee with ranking of sites at future meeting.
- Categories and list of potential business visits – Dalman briefed discussed business visit program. Due to lack of time, item moved to future agenda.

VI. Set Next Agenda

At the next meeting, the committee will discuss the following items:

1. Discuss the remaining goals, strategies and time frames for the Economic Development Action Plan

If time permits, review following items:

2. Review list of top strategic development sites
3. Review list of potential business visit companies and determine visit list for next 12 months
4. Brainstorm potential community/business events

VII. Adjourned to Next Meeting - March 20, 2014

Meeting adjourned at 9:32 pm